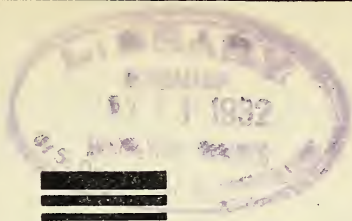


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

Copy 1 - Rev.
1932



FILM STRIPS

OF THE U. S. DEPARTMENT
OF AGRICULTURE



MISCELLANEOUS PUBLICATION No. 91 *rev.*
WASHINGTON, D. C. *Feb.*

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1932 *1932*

Has been rev.
--see rev.ed.
binders at
end of file.

MISCELLANEOUS PUBLICATION No. 91

Issued OCTOBER, 1930

Revised FEBRUARY, 1932

HOW TO BUY DEPARTMENT FILM STRIPS

WHY IS IT that during the last few years film strips have become a most important and highly valued supplement to extension teaching methods? The educational value of pictures has long been recognized, but it was not until the film strip came into existence that pictures on related subjects could be organized into a series for teaching use and made available for projection at a nominal cost. The reasonable prices charged for film strips, the convenience with which they can be handled, and their effectiveness in extension teaching are factors contributing to their popularity.

The United States Department of Agriculture is attempting to keep pace with the widespread use of film strips. About 135 department series on various phases of farming and home-making subjects have already been prepared and additional series are constantly being completed. These film strips may be purchased at the prices quoted in the following pages provided authorization to purchase is first obtained from the department. It should be noted, however, that the prices apply only during the fiscal year 1931-32, which ends on June 30, 1932. At that time prices will be subject to change in accordance with the terms of the new contract awarded for the fiscal year 1932-33.

When purchasing film strips send your order direct to the Consolidated Film Industries (Inc.), Main Street, Fort Lee, N. J., the firm which holds the department's contract for this fiscal year. At the same time your order is sent to the contracting firm, send to the department a request to authorize the sale, specifying the series numbers and titles of the strips being ordered. Blanks may be obtained from the department for this purpose. Your order will be filled as soon as the firm is notified of the department's approval. Payment in the form of money orders and checks should be made payable to the Consolidated Film Industries (Inc.) and forwarded direct to the firm. Payment for the strips should accompany the order, except in the case of large institutions which follow the practice of issuing formal business orders.

Any information regarding film strips will be supplied upon request to the Office of Cooperative Extension Work, Extension Service, United States Department of Agriculture, Washington, D. C.

FILM-STRIP PRICES

CROPS

Series No.	Title	Price
20	Production of Alfalfa East of the 95th Meridian (48 frames ¹).....	\$0.35
24	Leguminous Forage Crops for the South (49 frames).....	.44
25	Leguminous Forage Crops for the North (48 frames).....	.35
26	Sweetpotato Culture and Handling (56 frames).....	.44
34	Green Manuring (51 frames).....	.44
36	The Peanut (51 frames).....	.44
103	The Wheat Crop (57 frames).....	.44
113	Growing Small Fruits (60 frames).....	.44
131	Farm Manures (52 frames).....	.44
137	Strawberry Culture in Eastern United States (44 frames).....	.35
149	Important Cultivated Grasses (30 frames).....	.35
159	Plant Propagation (49 frames).....	.44
160	Handling Cotton—How to Prevent Weather Damage (40 frames).....	.35
178	Better Cotton on Fewer Acres (30 frames).....	.35
179	Lime and Limestone (48 frames).....	.35
192	Nut-Tree Propagation (59 frames).....	.44
196	Clover Production (27 frames).....	.35
197	Grafting and Budding Fruit Trees (36 frames).....	.35
199	Chestnut Blight (42 frames).....	.35
203	Handling Rough Rice to Produce High Grades (48 frames).....	.35
206	Legume Inoculation (39 frames).....	.35
223	How to Grow Potatoes (54 frames).....	.44
226	Selection and Care of Seed Corn (34 frames).....	.35
227	Cultivating the Corn Crop (16 frames).....	.35

DAIRYING

140	Farm Dairy Houses (63 frames).....	.44
163	The Cooperative Bull Association (36 frames).....	.35
170	Some Methods of Estimating Milk Quality by Bacterial Tests (49 frames).....	.44
173	Marketing Feeds Through Dairy Cattle (28 frames).....	.35
175	Production of Clean Milk (45 frames).....	.35
255	Breeds of Dairy Cattle (47 frames).....	.35
278	The Herediscope and the Proved-Sire Work (25 frames).....	.35

FARM ANIMALS

17	Farm Poultry Raising (42 frames).....	.35
41	Types and Breeds of Beef and Dual-Purpose Cattle (34 frames).....	.35

¹ A frame is a picture, diagram, table, or explanatory legend appearing in the film strip.

Prices subject to change after June 30, 1932

Series No.	Title	Price
43	Breeds of Horses (59 frames).....	\$0.44
44	Breeds of Swine (31 frames).....	.35
52	Swine Management (38 frames).....	.35
53	Hog Houses and Equipment (30 frames).....	.35
126	Selecting the Laying Hen (36 frames).....	.35
129	Judging Sheep (34 frames).....	.35
132	Judging Draft Horses (59 frames).....	.44
133	Standard Breeds of Poultry (48 frames).....	.35
141	Breeds of Sheep (35 frames).....	.35
142	Judging Hogs (27 frames).....	.35
145	Judging Beef Cattle (43 frames).....	.35
146	Preparing Beef Cattle for Show or Sale (42 frames).....	.35
151	The Anatomy of the Honeybee (31 frames).....	.35
162	Care of the Horse's Feet (41 frames).....	.35
168	Inspection of Dressed Poultry (41 frames).....	.35
169	Raising the Dairy Calf (44 frames).....	.35
195	Breaking the Farm Colt (24 frames).....	.35
215	Market Classes of Mules (28 frames).....	.35
219	Keeping Livestock out of the Woods in the North Central States (55 frames).....	.44
225	Farm Sheep Raising (60 frames).....	.44
239	Care of the Laying Flock (25 frames).....	.35
240	Farm Horseshoeing (72 frames).....	.53
246	Keeping Livestock Healthy (37 frames).....	.35
256	Judging Dairy Cattle (40 frames).....	.35
262	Raising Domestic Rabbits (32 frames).....	.35
276	Growing Healthy Pullets (33 frames).....	.35

FARM FORESTRY

114	Farm Forestry in the South (60 frames).....	.44
188	Range Management on the National Forests (50 frames).....	.44
216	Forest Planting in the Northeastern States (39 frames).....	.35
218	4-H Forestry Club Work in New Hampshire (44 frames).....	.35
219	Keeping Livestock out of the Woods in the North Central States (55 frames).....	.44

PLANT AND ANIMAL DISEASES AND PESTS

54	Diseases and Sanitation of Swine (54 frames).....	.44
150	How to Get Rid of Rats (56 frames).....	.44
158	Quack Grass (26 frames).....	.35
165	The Nature of Plant Diseases (44 frames).....	.35
166	Cotton Boll-Weevil Control (41 frames).....	.35
180-A	How Insects Attack Garden Vegetables and Meth- ods of Control (104 frames).....	.71
181	Cabbage Diseases (41 frames).....	.35
194	Roundworms and Swine Sanitation (36 frames)....	.35

Prices subject to change after June 30, 1932

Series No.	Title	Price
201	Eradicating Tuberculosis from Livestock and Poultry (59 frames).....	\$0.44
204	Control of Stinking Smut or "Bunt" of Wheat (40 frames).....	.35
231	The European Corn Borer and His Work.....	.44
232	Control of the European Corn Borer.....	
234	Chicken Lice, Mites, and Other External Parasites (40 frames).....	.35
236	Cattle Grub or Heel Flies (24 frames).....	.35
245	Barberry Eradication (72 frames).....	.53
247	The Japanese Beetle (37 frames).....	.35
248	The Codling Moth (25 frames).....	.35
249	The Structure of Insects (21 frames).....	.35
260	Preventing Termite Damage (30 frames).....	.35
261	Embryological Development of the Insect (27 frames).....	.35
265	Increase Wheat Profits by Preventing Smut (46 frames).....	.35
272	Barberry Eradication Protects Small Grain Crops (39 frames).....	.35
283	Protect Small Grain Crops From Black Stem Rust (28 frames).....	.35

FARM ECONOMICS

143	Standard Baskets for Fruits and Vegetables (29 frames).....	.35
156	Analyze Your Business (58 frames).....	.44
173	Marketing Feeds Through Dairy Cattle (28 frames).....	.35
211	Cooperative Marketing of Cotton (66 frames).....	.53
217	Cooperative Marketing in the United States (108 frames).....	.71
224	Bulk Handling of Grain (60 frames).....	.44
228	Cooperative Feeder Cattle and Lamb Pools (94 frames).....	.62
235	Cooperative Marketing of California Walnuts (71 frames).....	.53
250	Wholesale and Retail Marketing of Live Poultry in New York City (44 frames).....	.35
251	Equipment and Practices That Reduce Costs in Hay-making (68 frames).....	.53
257	High-Grade Hay from Producer to Consumer (54 frames).....	.44
266	Systems of Crop Farming for Eastern Washington and Northern Idaho (39 frames).....	.35
271	The Marketing of Eggs in the United States (46 frames).....	.35
273	Roadside Marketing (60 frames).....	.44
275	Wool—Shearing and Preparation of Fleece (54 frames).....	.44

Prices subject to change after June 30, 1932

FARM ENGINEERING

Series No.	Title	Price
104	The Farm Water Supply (48 frames)	\$0.35
105	Farm Sanitation (33 frames)35
147	Control and Reparation of Gullies (41 frames)35
189	Plumbing for Farm Homes (35 frames)35
244	Soil Erosion, a National Menace (95 frames)62
253	Plows and Plowing (39 frames)35

HOME ECONOMICS

174	Milk in the Home (42 frames)35
190	Food Makes a Difference (60 frames)44
209	Aids in Window Curtaining (53 frames)44
212	Be Your Own Best Exhibit (52 frames)44
238	Come Into the Kitchen (56 frames)44
252	Good Posture for Health and Beauty Among Women and Girls (54 frames)44
258	Fitting Dresses and Blouses (33 frames)35
259	The Home Demonstration Agent, Friend to Farm Women (38 frames)35
264	Rug Making, a Fireside Industry (100 frames)71
274	Good Equipment Saves Time and Energy (57 frames)44

4-H CLUB WORK

184	4-H Camps (53 frames)44
218	4-H Forestry Club Work in New Hampshire (44 frames)35
230-A	National 4-H Club Camp (81 frames)62
233	4-H Club Songs (57 frames)44
241	The 4-H Club Story (42 frames)35
254	4-H Club Songs (33 frames)35
267	4-H Club Songs (33 frames)35
269	Opportunity Comes to the Rural Girl (84 frames)62

MISCELLANEOUS

167	Transferring Bees to Modern Hives (54 frames)44
172	Handling Bees for Successful Beekeeping (38 frames)35
176	Transplanting Trees and Shrubs (57 frames)44
186	How to Prepare and Display Extension Exhibits (51 frames)44
229	Cooperative Extension Work Under the Smith-Lever Act (75 frames)53
242	Seeing Washington (56 frames)44
268	The United States Rabbit Experiment Station (34 frames)35
277	George Washington, the Farmer (74 frames)53
279	Father of the Land We Love (32 frames)35
280	Maryland Agents Organize Their Own Film Strips (165 frames)	1.06

Prices subject to change after June 30, 1932

PREPARE YOUR OWN FILM STRIPS

EXTENSION workers are realizing more than ever that pictures of conditions in the home county or the home State are of greater interest and have more appeal to the local farm man and woman than pictures taken elsewhere. The film strip made from local photographs has considerably more influence on people in the locality than have other film strips.

It is significant of the trend toward localizing visual material to make it apply to neighborhood conditions that more State extension divisions are preparing their own film strips for the use of extension agents within the State. Likewise, county extension agents have entered the field of film-strip production with very good results.

An interesting and very effective use of the localized film strip was reported by James A. McKee, county agent at Bennington, Vt. Mr. McKee stated that his film strips draw considerable attention, especially at meetings of small groups, where discussions are readily stimulated by the pictures projected on the screen. He has made film strips showing local demonstrations in lime, alfalfa, pastures, and other activities. These he shows at what he terms "conversation meetings." The remainder of his letter explains this.

I get a farmer to invite several of his neighbors into his house, and we throw these pictures on a sheet in the kitchen, dining room, or wherever it is convenient for the farmer. Then we have a general conversation while the pictures are on the screen. I lead the conversation and get the farmers to discuss what they are doing and what they would like to do. I like the idea of having local pictures.

The comments on page 10 also concern strips prepared from local photographs selected or taken by the agent and are typical of the attitude of agents everywhere.

It is not difficult to select photographs, organize them into a series, and prepare them for film-strip production. Neither is it particularly expensive to have film strips made. For the fiscal year 1931-32 the price of a film-strip negative and one positive print is 25 cents per frame (slide). This would amount to \$10 for a negative and one positive print of a series containing 40 frames. Additional positive prints made from the negatives may be purchased at a small additional cost.

The department can help you to have your valuable local pictures made up in film-strip form. Write for requirements, prices, or any desired information concerning the preparation or use of visual material.

LIST OF STATE FILM STRIPS

THE following film strips were organized by State extension divisions from their local photographs, and produced at contract prices. Copies of these film strips are available for loan from the Office of Cooperative Extension Work, United States Department of Agriculture, for examination by State and county extension workers interested in developing localized film strips on similar subjects for their own use. Explanatory notes for use in connection with these film strips, however, are not available from this department. Complete information on the organization and preparation of photographs for film-strip reproduction may be obtained by writing direct to the Visual Instruction and Editorial Division, Office of Cooperative Extension Work.

CROPS

Series No.	Title	Number of frames ¹
1002	Pruning Apple Orchards (Massachusetts).....	45
1007	Massachusetts Pastures.....	62
1013	More Tomatoes on Fewer Acres (Maryland)....	45
1043	Georgia Watermelons.....	62
1062	Vegetable Gardening (Arizona).....	68
1074	Potato Growing (Ohio).....	100
1075	Results of Churchill County Home Vegetable Garden Contest, 1931 (Nevada).....	75

DAIRYING

1001	Massachusetts Dairy Situation.....	35
1011	Economical Feeding of Dairy Cows, Frederick County, Md.....	28
1014	Dairy Calf Club Work (Maryland).....	37
1017	Modern Dairy Equipment in Frederick County, Md.....	52
1025	Making Cheese in Western North Carolina.....	35
1066	Dairy Management in Maine.....	61
1073	Dairy Herd Improvement Association (Maryland).....	50

FARM ANIMALS

1012	Grow Healthy Poults (Maryland).....	48
1026	Poultry Production in New Hampshire.....	58
1027	Better Poultry for New Hampshire.....	46
1034	Potato Management in Maine.....	107
1035	Grow Good Pullets (Maine).....	48
1042	Lamb Feeding Methods and Equipment (Colorado)	52

¹ A frame is a picture, diagram, table, or explanatory legend appearing in the film strip.

Series No.	Title	Number of frames
1058	Better Homes for Hens (Connecticut).....	53
1059	Growing Healthy Chicks (Connecticut).....	51
1064	Making Poultry Pay (Texas).....	40
1068	Chick Sanitation (Minnesota).....	32
1072	Grow Thrifty Pigs in Indiana.....	37
1080	Producing Profitable Pullets in Indiana.....	40

FARM ENGINEERING

1018	Bright Spots on the Farm—Electrically (Maryland).....	59
1022	Value and Importance of Soil-Survey Work (Virginia).....	53
1032	Success in Irrigation Farming (Utah).....	35
1036	Running Water in the Home (Maine).....	28
1041	Measuring Irrigation Water (Colorado).....	83
1047	Flood-Water Irrigation and Production of Range Supplementary Feeds (Arizona).....	89
1056	National Rural Electric Project (Maryland).....	23

FORESTRY

1029	Management of Young Forests in New Hampshire.	51
1039	Wood-Lot Management (New York).....	58
1069	Farm Forestry in Wyoming.....	50

FARM ECONOMICS

1005	Agricultural Situation and Rural Living (Massachusetts).....	70
1011	Economical Feeding of Dairy Cows, Frederick County, Md.....	28
1015	Production and Marketing of Eggs (Maryland)..	45
1019	Methods of Marketing Virginia Eggs.....	106
1020	Marketing Virginia Poultry.....	68
1021	Reorganize Your Dark-Tobacco Farm (Virginia)..	23
1023	Cooperative Marketing of Fluid Milk and Dairy Products (Virginia).....	63
1024	Program Planning in Rowan County (North Carolina).....	31
1040	Colorado Farm Taxes.....	43
1042	Lamb-Feeding Methods and Equipment (Colorado).....	52
1045	Home Demonstration Marketing Activities in South Carolina.....	56
1055	Agricultural Outlook Charts.....	114
1071	Basic Economic Information for Indiana Farmers..	47

HOME ECONOMICS

1004	Home-Economics Extension Program (Massachusetts).....	34
1033	Timesaving Dish-Washing Project (Maine).....	25
1036	Running Water in the Home (Maine).....	28
1037	Build Early for Strong, Straight Bones (Maine)...	44

Series No.	Title	Number of frames
1045	Home Demonstration Marketing Activities in South Carolina.....	56
1046	South Carolina Home Demonstration Work.....	86
1049	Home Demonstration Work, Part 3.....	188
1065	Some Kitchens in Maine.....	33

4-H CLUB WORK

1006	4-H Club Work in Massachusetts.....	72
1009	Boys' and Girls' 4-H Club Camp, Harford County, Md.....	67
1014	Dairy Calf Club Work (Maryland).....	37
1030	4-H Club Work in Johnson County (Wyoming)..	36
1031	Wyoming 4-H Club Camps.....	26
1038	4-H Club Work in Wyoming County, N. Y.,...	56
1044	Through the Day at Camp Wilkins (Georgia)....	103
1057	4-H Club Work, Frederick County, Md.....	54
1078	Girls' Room-Improvement Work (Nebraska).....	55

MISCELLANEOUS

1003	Russian Agriculture (Massachusetts).....	25
1008	Alaska.....	108
1010	Some Flower Gardens in Maryland.....	50
1022	Value and Importance of Soil-Survey Work (Vir- ginia).....	53
1028	A Trip Through the British Isles and Continental Europe (New Hampshire).....	128
1048	Soil Improvement and Management Program, Faulkner County (Arkansas).....	37
1052	Marketing Our Work.....	60
1060	Extension Work in Linn County, Mo.....	53
1061	Extension Work in Colfax County, Nebr.....	63
1070	Horticulture in Wyoming.....	55
1077	Purdue School of Agriculture (Indiana).....	65



COMMENTS BY FILM-STRIP USERS

The film strip, *Extension Work in Wyoming County*, prepared from local photographs, by L. H. Woodward, formerly county agent in Warsaw, N. Y., was shown to county agents during farmers' week and received very favorable comment. One additional county has already purchased a machine for using strips, and judging from comments other machines will be purchased as soon as funds are available.—*Earl A. Flansburgh, Assistant County Agent Leader, Cornell University. February 24, 1930.*

E. J. Maynard, in charge of animal investigations, who prepared the material for the strip film on lamb-feeding methods and equipment in Colorado, is delighted with it and has availed himself of every opportunity to show it. We are all very enthusiastic over the possibilities of strip films and propose to develop such films for all of our major projects. We like the strip film very much more than the lantern slides.—*F. A. Anderson, Director of Extension Service, State Agricultural College of Colorado, September 20, 1929.*

We used our film strip entitled "Home Demonstration Marketing Activities in South Carolina" at two county fairs this year as well as at the State fair and it created quite a bit of interest. I also used it with a group of women selling garden produce on their local club market and shall use it the coming year in our club markets. I do not think there is any doubt as to the value of the use of film-strip material as it is easier to put across one's work by this means than any other. People readily grasp the thought or information from pictures that they do not get from unillustrated talks. The pictures relative to work being done in our own State created greater interest than perhaps anything we have done. It also will be a help in getting people to carry on projects in other counties.—*Jane Ketchen, Extension Marketing Specialist, Winthrop College. December 17, 1929.*

I have found this film strip much easier to use than any other illustrative material which I have ever had. No doubt the reason for this is that I am familiar with all the details and subject matter from which the strip was developed. The fact that it was made from pictures taken in a community with which I am familiar has made it much more helpful. In communities where I have shown the film strip there have always been men who knew the locations of the various subjects portrayed. I am much more familiar with my own material than I could ever become with the subject matter of photographs which some one else has produced. I would rather have one film strip made from my own photographs than to have several department strips which must necessarily be of a general nature, because I can use my own pictures to much greater advantage in my county.—*W. L. Hall, County Agricultural Agent, Conway, Ark. September 19, 1929.*

Film strips are in greater demand in the State. About two-thirds of our county officers have projectors. We have made several films from our own pictures and more are being assembled.—*Earle S. Carpenter, Secretary of Extension Service, Massachusetts State College. March 10, 1930*

I am more than pleased with the way the pictures show up in the strip on 4-H club work in Frederick County. I think we are going to be able to use this strip to good advantage in our 4-H club meetings in the county. I am certainly enthusiastic over the possibilities of film-strip use. I have been using a little \$19 projector since the first of the year and I have found it gives excellent service. I have been able to use pictures at more meetings than I have any other year. The film strips are certainly convenient and are a big help to extension work.—*H. R. Shoemaker, County Agricultural Agent, Frederick, Md. March 25, 1930.*

UNITED STATES DEPARTMENT OF AGRICULTURE EXTENSION SERVICE

C. W. WARBURTON.....*Director*
C. B. SMITH.....*Assistant Director*
Washington, D. C.

REQUEST FOR AUTHORIZATION TO PURCHASE FILM STRIPS
of the
UNITED STATES DEPARTMENT OF AGRICULTURE

Read These Instructions Before Placing Order

List the series numbers and titles of film strips desired on the reverse side of this blank and forward to the Office of Cooperative Extension Work, Extension Service, United States Department of Agriculture, Washington, D. C. At the same time send a formal order direct to the contracting firm—Consolidated Film Industries, Inc., 1776 Broadway, New York City. Upon receipt of this request for authorization to purchase, the contracting firm will be notified that all requirements have been met and that the request for purchase has been approved. The film strips will be delivered promptly by the contractor. Payment should be made to the Consolidated Film Industries, Inc., and not to the United States Department of Agriculture.



[illegible]

